Agency Name
Program Name

Objectives Report

Corporate Scorecard Objective: Promote Economic Opportunity

Goal	Measure	Target	Year-End FY2017	Mid-Year FY2018	Year-End FY2018
To create business opportunities, visibility, and education for members	▪ Membership retention ▪ Member participation in Bureau programs ▪ Lead generated for members ▪ Media coverage "hits"	▪ 85% ▪ 92% ▪ 120 leads ▪ 20% increase	83% 90% 100 leads n/a	46% 75% 50 leads 10% increase	
Comments/ Explanation: Media coverage measure is a new measure for FY18.					

Corporate Scorecard Objective: Strengthen Neighborhoods

Goal	Measure	Target	Year-End FY2017	Mid-Year FY2018	Year-End FY2018
To provide homeownership opportunities for low-income families	▪ Number of houses constructed ▪ Percent of new houses constructed ▪ Number of new homeowners	▪ 10 ▪ 15% increase over last year in total units available ▪ 25	8 10% 15	4 10% 20	
Comments/ Explanation: 10% increase in housing supply is benchmarking standard. Even though the goal does not change from year-to-year, it is our goal to increase the housing supply consistently by 10% each year over the previous year. Did not meet FY17 new homeowner goal last year. Prospective homeowners decided to delay purchase.					